



KSHB-TV

ORDER

Print Date 10/16/12 Page 1 of 4

Flight Dates **10/17/12-10/29/12**

Contract / Revision **314796 /**

Original Date / Revision
10/15/12 10/15/12

Advertiser **Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Majority Pac

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **2093-SMP MO 10.16-10.29**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 24% Market Value 297500

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	76%	226100
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	91	\$58,140.00	\$68,400.00	0.00	10/01/12	10/28/12	91	\$58,140.00	\$68,400.00
November 2012	5	\$2,550.00	\$3,000.00	0.00	10/29/12	10/29/12	5	\$2,550.00	\$3,000.00
Totals	96	\$60,690.00	\$71,400.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/17/12	10/29/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	2	\$250.00	P-1	0.00 NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-WTF--		2			\$250.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--		2			\$250.00		0.00			
N 2	KSHB	10/17/12	10/29/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-1	0.00 NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-WTF--		2			\$550.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--		2			\$550.00		0.00			
N 3	KSHB	10/17/12	10/29/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$650.00	P-1	0.00 NM	4	\$2,600.00



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Contract / Revision **314796** Flight Dates **10/17/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Majority Pac**

Estimate # **2093-SMP MO 10.16-10.29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	10/17/12	10/29/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$650.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$650.00		0.00			
N 4	KSHB	10/17/12	10/28/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$250.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
N 5	KSHB	10/17/12	10/28/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00		0.00			
N 6	KSHB	10/17/12	10/28/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$350.00		0.00			
N 7	KSHB	10/17/12	10/28/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$300.00		0.00			
N 8	KSHB	10/17/12	10/29/12	Today Show II Today Show II	CM	9-10a	MTWTF--	:30	3	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					3	\$350.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$350.00		0.00			
N 9	KSHB	10/17/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$250.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$250.00		0.00			
N 10	KSHB	10/17/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$225.00	P-1	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					3	\$225.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$225.00		0.00			
N 11	KSHB	10/17/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$150.00	P-1	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$150.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
N 12	KSHB	10/17/12	10/29/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$150.00	P-1	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$150.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
N 13	KSHB	10/17/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00



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Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Majority Pac**

Estimate # **2093-SMP MO 10.16-10.29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	KSHB	10/17/12	10/29/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$400.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$400.00		0.00			
N 14	KSHB	10/17/12	10/29/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	2	\$425.00	P-1	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$425.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$425.00		0.00			
N 15	KSHB	10/17/12	10/29/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$650.00	P-1	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					3	\$650.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$650.00		0.00			
N 16	KSHB	10/17/12	10/29/12	Nightly News Nightly News	CM	530-6p	MTWTF--	:30	2	\$2,700.00	FX	0.00	NM	4	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$2,700.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$2,700.00		0.00			
N 17	KSHB	10/17/12	10/29/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$1,200.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$1,200.00		0.00			
N 18	KSHB	10/17/12	10/28/12	NBC Action News at 5p Sa M NBC Action News at 5p Sa		5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$400.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
N 19	KSHB	10/17/12	10/28/12	NBC Action News at 5p Sa M NBC Action News at 5p Su		5-530p	-----S	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$400.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$400.00		0.00			
N 20	KSHB	10/17/12	10/28/12	NBC Action News at 6p Sa M Sa 6-630p		6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$450.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$450.00		0.00			
N 21	KSHB	10/17/12	10/29/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-WTF--					2	\$850.00		0.00			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$850.00		0.00			
N 22	KSHB	10/22/12	10/22/12	Monday Prime A Voice	CM	7-8p	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$4,500.00		0.00			
N 23	KSHB	10/23/12	10/23/12	Tuesday Prime A Voice	CM	7-8p	-T-----	:30	1	\$4,200.00	P-1	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



KSHB-TV

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Contract / Revision **314796** Flight Dates **10/17/12-10/29/12**

Hiatus Dates

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Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Majority Pac**

Estimate # **2093-SMP MO 10.16-10.29**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 23	KSHB	10/23/12	10/23/12	Tuesday Prime A Voice	CM	7-8p	-T-----	:30	1	\$4,200.00	P-1	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$4,200.00		0.00			
N 24	KSHB	10/23/12	10/23/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,500.00		0.00			
N 25	KSHB	10/23/12	10/28/12	Wednesday Prime B Wednesday Prime B	CM	8-9p	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,400.00		0.00			
N 26	KSHB	10/23/12	10/28/12	Thursday Prime C Thursday Prime C	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,500.00		0.00			
N 27	KSHB	10/17/12	10/29/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-WTF--					2	\$1,300.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					2	\$1,300.00		0.00			
N 28	KSHB	10/17/12	10/28/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
N 29	KSHB	10/17/12	10/28/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,300.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$1,300.00		0.00			
N 30	KSHB	10/17/12	10/29/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-WTF--					2	\$400.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					2	\$400.00		0.00			
N 31	KSHB	10/17/12	10/28/12	Sa 1030p-12a Saturday Night Live	CM	1030p-12a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
N 32	KSHB	10/17/12	10/28/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,500.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			
Totals														96	\$71,400.00